

home users

Teenagers

Communications

Web

66% of sites visited by 1 person

> 9000 sites visited within 5 months
by 109 people

Porn :: 50% visited sites at least once

• only 20% visited over 3 times

∴ sex is not the killer app

mailing list + MailReader
threading reader

sender feedback:

- how many people you sent to
- how many messages there are in the inbox

filters

searching

sender recall or obsolete

delayed send

voice enclosures

spam filter

mailing list histogramming, top 5 posters
flavor context etc

consistent bounce formats

subscribe/unsubscribe AI tools

email directories: common misspelling

pseudonymous posting

bounces to "user unknown" ~~then~~ comes back with suggested fixes.

mail address completion

and automatic address book (from + to) tied to email msgs.

look for:

Okra helps find people on the net.

pitkow@
cc.gatech.edu

5 hrs of talk

Hybrid

Usage lessons: \propto users
amount of use/user

ATT Number

150 Million calls on ATT / day

20GB / day call records

250 Million Long distance ~~calls~~ total

20% busy or unanswered



\$5/1000 ~~EB~~ TV Ads

\$30-50/1000 mass pub

\$75

hot wire \$180/1000 hot wired

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